



July 5, 2017

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Notice of Ex Parte Communication, GN Docket No. 16-142

Dear Ms. Dortch:

On April 12, 2017, Rick Kaplan, Bruce Franca, Alison Neplokh, Bob Weller and the undersigned, all of the National Association of Broadcasters (NAB), met with Commission staff regarding the Commission's proposal to allow voluntary use of the Next Generation TV transmission standard by broadcast television stations. A complete list of Commission staff attending the meeting is attached.

Next Gen TV offers compelling public interest benefits, including stunning video and more immersive audio, as well as the opportunity for revolutionary features that will significantly enhance the viewing experience. It also offers the potential to enhance public safety, improve mobile reception of broadcast over-the-air signals, provide new datacasting opportunities and expand programming opportunities for underserved communities. Because it builds on the Internet Protocol format, Next Gen TV will allow for ubiquitous content availability and will allow broadcasters to adapt to changing viewer demands. In short, Next Generation TV lays out a path for maintaining American leadership in the broadcast industry.

Because we seek a voluntary, market-driven deployment in this proceeding, and because broadcasters will not necessarily have additional channels available, it is important that the Commission provide broadcasters with as much flexibility as possible. In particular, we urge the Commission to eschew new regulatory mandates regarding the format or content of simulcasting arrangements stations use to preserve service to viewers. Broadcasters have strong economic incentives to maintain service to existing viewers. The Commission should rely on these incentives as broadcasters begin to deploy Next Gen TV and allow stations to make choices that best serve their viewers.

The Commission's goal should not be to raise new regulatory hurdles or impose new requirements on those stations that choose to invest in the future of their industry. Rather, the Commission should encourage innovation and investment by lowering regulatory barriers and providing the flexibility broadcasters need to successfully usher in a dramatically enhanced service for viewers.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Patrick McFadden", with a long horizontal flourish extending to the right.

Patrick McFadden
Associate General Counsel,
National Association of Broadcasters

cc: Meeting Attendees

FCC Staff attending ATSC 3.0 Ex Parte Meeting

Media Bureau (MB) Staff

Front Office

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|-------------------|--|---------------------|
| 1. Michelle Carey | Michelle.Carey@fcc.gov | Chief, MB |
| 2. Nancy Murphy | Nancy.Murphy@fcc.gov | Associate Chief, MB |

MB Policy Division (PD)

- | | | |
|-----------------------|--|-------------------------|
| 3. Martha Heller | Martha.Heller@fcc.gov | Chief, PD |
| 4. Steven Broeckaert | Steven.Broeckaert@fcc.gov | Senior Deputy Chief, PD |
| 5. Brendan Murray | Brendan.Murray@fcc.gov | Deputy Chief, PD |
| 6. Evan Baranoff | Evan.Baranoff@fcc.gov | PD |
| 7. Kathy Berthot | Kathy.Berthot@fcc.gov | PD |
| 8. Diana Sokolow | Diana.Sokolow@fcc.gov | PD |
| 9. F. Mario Trujillo | Mario.Trujillo@fcc.gov | PD Intern |
| 10. Gabrielle Rejouis | Gabrielle.Rejouis@fcc.gov | PD Intern |
| 11. Mason Shefa | Mason.Shefa@fcc.gov | PD Intern |
| 12. Nicole Desbois | Nicole.Desbois@fcc.gov | PD Intern |

MB Engineering Division (ED)

- | | | |
|---------------|--|-------------------------|
| 13. John Wong | John.Wong@fcc.gov | Chief, Engineering Div. |
| 14. Sean Yun | Sean.Yun@fcc.gov | Deputy Chief, ED |

MB Video Division (VD)

- | | | |
|----------------------|--|------------------|
| 15. Barbara Kreisman | Barbara.Kreisman@fcc.gov | Chief, VD |
| 16. Kevin Harding | Kevin.Harding@fcc.gov | Deputy Chief, VD |

Office of General Counsel (OGC) Staff

- | | |
|-------------------|--|
| 17. Susan Aaron | Susan.Aaron@fcc.gov |
| 18. David Konczal | David.Konczal@fcc.gov |

Office of Engineering & Technology (OET) Staff

- | | | |
|--------------------|--|----------------------------------|
| 19. Martin Doczkat | Martin.Doczkat@fcc.gov | Chief, Technical Analysis Branch |
| 20. Mark Colombo | Mark.Colombo@fcc.gov | |

Consumer and Governmental Affairs Bureau (CGB) Staff

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|-------------------------|--|--------------------------------|
| 21. Karen Peltz Strauss | Karen.Strauss@fcc.gov | Deputy Bureau Chief, CGB |
| 22. Darryl Cooper | Darryl.Cooper@fcc.gov | Disability Rights Office (DRO) |